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JUL 22 1985
J. L. THOMPSON'S OFFICE

Daniel Jaffe
Senior Vice President—
Government Relations

AMERICAN ADVERTISING
FEDERATION

1400 K Street N.W. Suite 1000
Washington, D.C. 20005

July 15, 1985

Mr. James L. Thompson
VP-Media
Philip Morris, Inc.
120 Park Avenue
New York, NY 10017

Dear Jim:

For the last several years, AAF's government relation's department has made the development of a strong legislative grassroots network its highest priority. We believe that a strong grassroots network is essential to effectively respond to federal and state issues affecting advertising.

We have successfully strengthened our government relations program at the state level through the assignment of a club legislative chairman in the majority of our 210 affiliated advertising clubs and federations. Also, the names of our 36,000 affiliated club members have been placed on our computer so that they can be contacted quickly concerning major legislation in the advertising area.

We believe it is equally important to have continuing liaison with our corporate membership. Although we have a partial list of corporate government affairs officers and legal counsel on our computer mailing list, there are still some companies with whom we do not have adequate contacts.

To make this list complete, we urge you to fill out the enclosed address form for AAF's new government relation's mailing list. The names of your company's government relation's staff and legal counsel will be put on our computer and they will receive all of our mailings, including the Washington Report newsletter and the State Legislative Monitor, which tracks legislation affecting advertising in all fifty state legislatures.

Also, we hope you will request your government relations staff to let us know of important federal or state legislation affecting the advertising industry. Only through this mutual communication can we be assured that major advertising legislation is constantly being monitored and responded to expeditiously. Howard Bell and I are always happy to take your calls. However, in the event that you or your government relations staff cannot reach us, Grace Lynch or Monica Carey in our government relations department will be glad to be of assistance.

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Western Region Office
251 Post Street
San Francisco, CA 94108
(415) 421-6867

Source: https://www.industrydocuments.ucsf.edu/docs/ktmn0004

Thank you very much for your help. We believe the government relation's program of our national staff combined with the efforts of our corporate and club membership will continue to serve the key needs of the advertising community.

All best wishes.

Sincerely,

Dan Jaffe

DJ/mcc
Enclosure

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